ABSTRACT OF THE DISCLOSURE

An in-channel marketing and product testing system having a purchase environment module with instructions for generating a virtual purchase environment comprising a plurality of competitive products. The system also includes a panelist interface configured to receive panelist

5   input, wherein the panelist interface is arranged in selective communication with the purchase environment module to receive and display the virtual purchase environment. The system might also have a research module in communication with the purchase environment module and the panelist interface. The research module is configured to enable selective control and manipulation of the virtual purchase environment generation and to receive panelist input from

10   the panelist interface to facilitate analysis of test data and preferences.